What is claimed is:

1. A method of tracking audio or video content comprising:

decoding a first forensic identifier in a digital watermark, the first forensic identifier being associated with a forensic database; and

decoding a second forensic identifier, the second forensic identifier being associated with a content user.

- 2. The method of claim 1, wherein the second forensic identifier is associated with a content user through a rendering device.
- 3. The method of claim 1, wherein the second forensic identifier is associated with a content user through a user identifier.
- 4. The method according to claim 1, further comprising communicating the first forensic identifier to a forensic database to access information related to the first forensic identifier.
 - 5. A digital watermarking method comprising:

providing a plurality of digital watermark layers, where each of the layers comprises a separate message; and

embedding the plurality of digital watermark layers in content.

- 6. The method of claim 5, wherein the content comprises video content.
- 7. The method of claim 5, wherein the content comprises audio content.
- 8. A computer readable medium including digitally watermarked content stored thereon, the digital watermark comprising message packet, the packet comprising a message type field, a sequence identifier field and a payload field.

- 9. The computer readable medium of claim 8, wherein the bit length of the message type field, sequence identifier field and payload field comprises 4, 2 and 30 bits, respectively.
 - 10. A broadcast monitoring system comprising:

digitally watermarking a content item, the digital watermark including a content identifier, a distributor identifier and a broadcaster identifier related to a broadcaster of the advertisement, wherein each of the identifiers is provided as a distinct digital watermark layer; and

associating the content identifier with at least some information related to the content item.

- 11. The method of claim 10 further comprising decoding the content identifier layer to retrieve the content identifier, and communicating the content identifier to a database where the content identifier is associated with the at least some information related to the content item.
- 12. The method of claim 11 further comprising decoding the distributor identifier layer to retrieve the distributor identifier, and using the distributor identifier to identify the distributor.
- 13. A computer readable medium including digitally watermarked content stored thereon, the digital watermark comprising a watermark message packet, the packet comprising a message type field, a sequence identifier field and a payload field, wherein the payload field comprises encrypted data.
- 14. The computer readable medium of claim 13, wherein the sequence identifier field comprises plural-bit data, the data being randomly choosen.